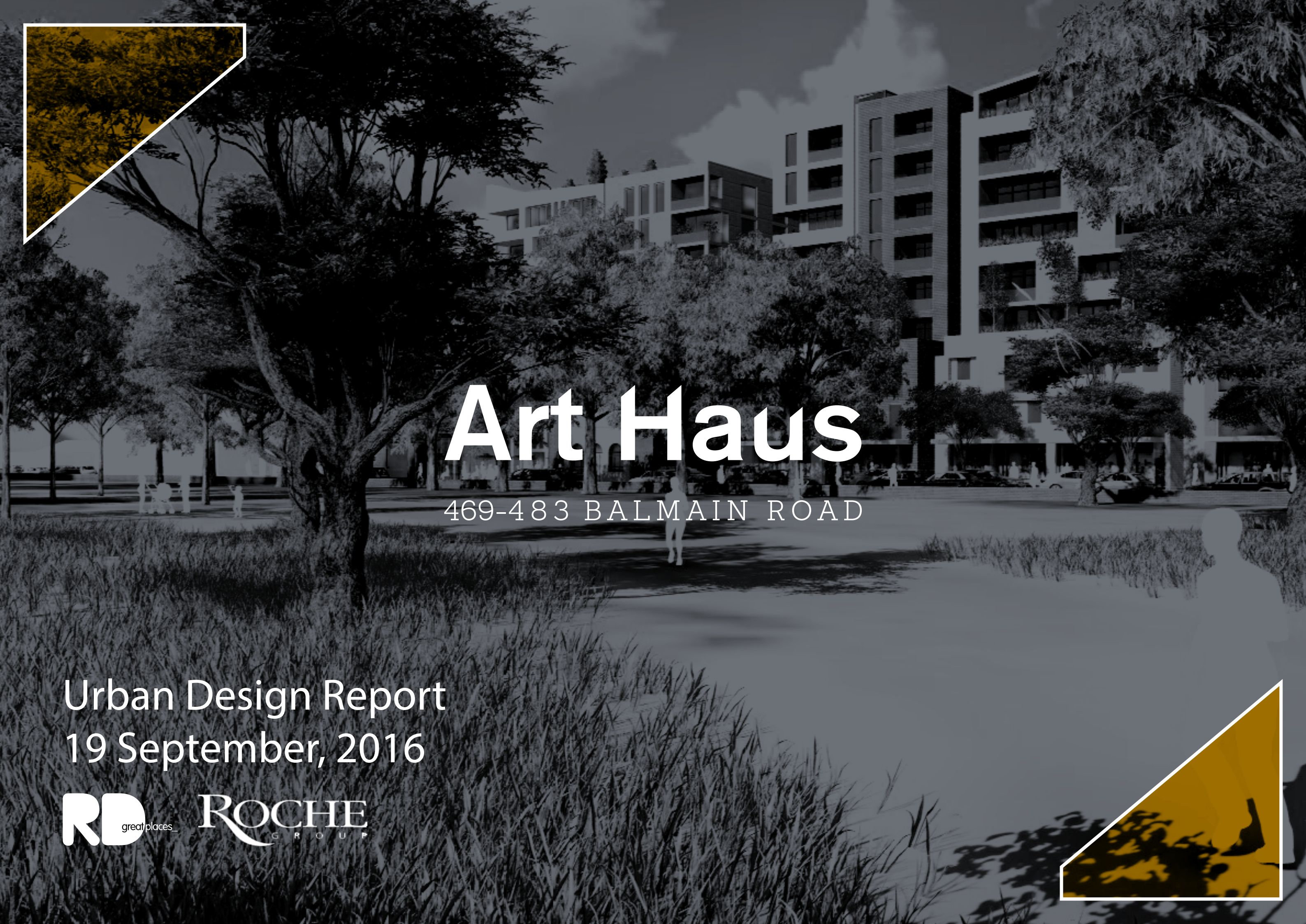




Art Haus

469-483 BALMAIN ROAD

Urban Design Report
19 September, 2016





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Art Haus



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The Vision

Introducing Art Haus

Lilyfield is a place with a distinct and rich character and history; a place with a valued built form that is fine grain, and a character that is diverse and creative. The site does not currently reflect this; large floor plates and long, blank façades are not engaging and discourage public life. Art Haus will transform the site from a run-down industrial site to a dynamic community asset with a creative edge.

Art Haus is a 6,824sqm site located at 469-483 Balmain Road, Lilyfield. It is bound by Balmain Road, Alberto Street, Cecily Street and Fred Street. It is in a prime location in the heart of Lilyfield, opposite Callan Park and in close proximity to iconic waterfronts, open spaces, retail areas, and community/educational facilities.

Contextual research revealed significant challenges facing the site. The site is an industrial site with existing buildings in a state of decline, and faces strong competition in the future from nearby industry clusters including White Bay Power Station, Sydenham/Marrickville and Mallet Street Precinct. Additionally, the street façades currently detract from the surrounding area.

Given its location, the site demands a high quality treatment that retains and builds upon its most distinct characteristics. Art Haus represents a unique opportunity to transform the site into something that integrates into the wider urban environment and build on an existing creative community in the area

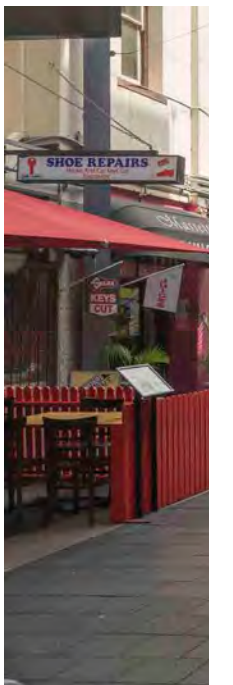
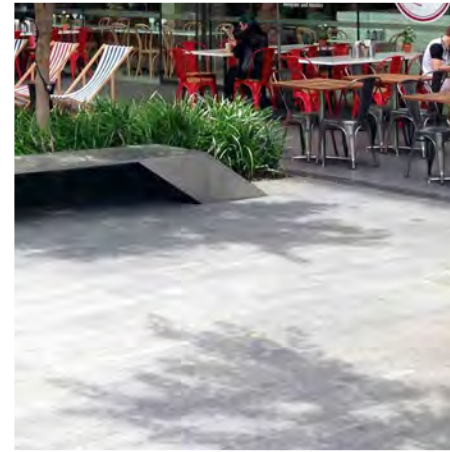
The proposal centres around the rezoning of Art Haus to a B4 Zone with FSR of 2.3:1 and range of heights from one to nine storeys to create a new mixed use precinct, strengthen its position, and take advantage of a unique opportunity site that will benefit the wider community. This will be done through the following:

- Consolidating and building on the existing artists studios and introducing a creative hub
- Including a community-focused public space and increasing the public domain
- Increase employment on site, particularly within the creative sector
- Replace industrial uses/buildings with creative sector employment
- Introduce residential uses that diversifies housing supply

A critical component of the proposal is the establishment of the 'creative hub' as the community focal point. The hub will include a public plaza surrounded by art galleries, artists studios, start-up workspace and a cafe surrounding a public plaza and supported by creative-sector retail. The creative hub will build on the established creative base in Balmain, and maintain an arts focus to the site.

On behalf of Roche Group, this Submission outlines the shared vision for Art Haus on Balmain Road. Art Haus will foster creativity, diversify land uses and housing supply, and benefit local economies and the wider community. In doing so, Art Haus will have a transformative impact in Lilyfield.

Inspiration





Vision Highlights

A Focus On Fostering Creativity



400sqm of space dedicated to creative uses including artist studios, art gallery and creative space

Growth In Local Jobs And Economy



1,200sqm of new adaptable floor space to generate local 66 jobs, being an increase of 153% of jobs on site



A New And Dynamic Public Realm And Community Focal Point



245sqm of the site area is
dedicated to new public realm
in the form of a plaza.

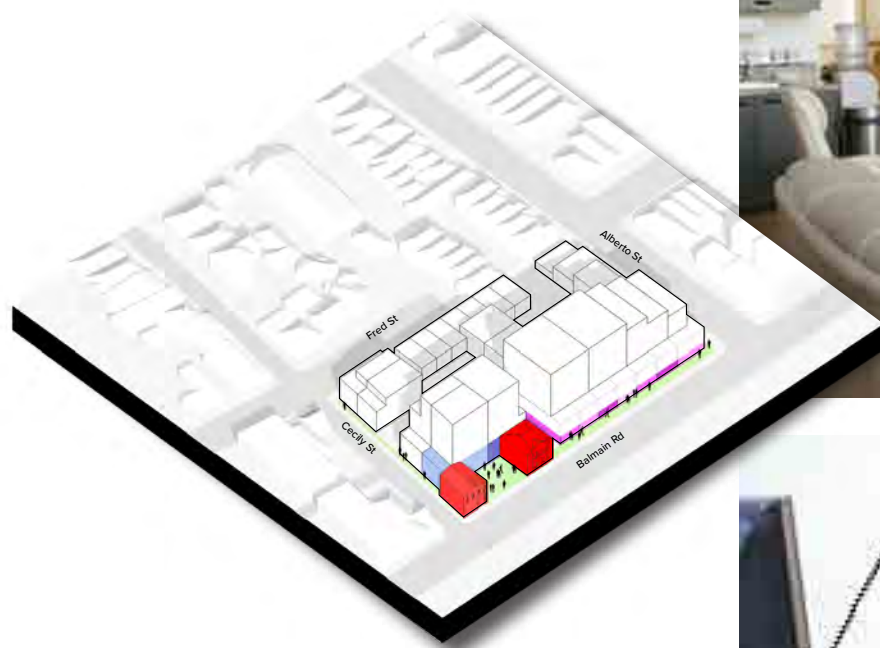
Improvements That Benefit The Wider Community



Provision of shared assets,
including a pedestrian link
connecting Fred St to Alberto St

Job Creation

Art Haus sets aside some 1,600m² of floor space for creative uses and employment. In total, Art Haus is estimated to provide approximately 66 jobs on-site, being an increase of 153%.





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WORKERS EMPLOYED
ON-SITE **TODAY**



66

FUTURE WORKERS ON-SITE
ENABLED BY **REZONING**

Sustainability

Achieving sustainability is a key goal for Art Haus. The proposal intends to explore opportunities for a number of sustainability measures in the final design. This will achieve an outcome that is environmentally, socially and economically sustainable.

PROXIMITY TO TRANSPORT
The light rail stop, walking distance to the site, encourages alternative transport solutions.

CAR & BIKE SHARE
Offering car & bike share schemes reduces reliance on car use and improved physical health.

MIXED USE DEVELOPMENT
A mix of people and uses make a place sustainable, vibrant and welcoming.

WALKABLE STREETScape
Wide footpaths and new pedestrian links that are pleasant to walk down promotes walking and active transport.



PERMEABLE FOOTPATHS
Porous materials that allow stormwater to move through its surface reduces runoff.



STREET TREES
Street trees increase tree canopy cover, reducing heat island effect, improves streetscapes and has social benefits.



ADAPTIVE RE-USE
Maintaining character buildings reduces construction costs.



SOLAR PANELS
Photovoltaic cells contribute to energy supply, reducing demand, and reduces heat retention.



GREEN ROOFS
Rooftop space for recreation and amenities improves residents health and wellbeing, reduce stormwater runoff and mitigate heat island effect.



GREEN WALLS
Green walls contribute to insulation and mitigate heat island effect.



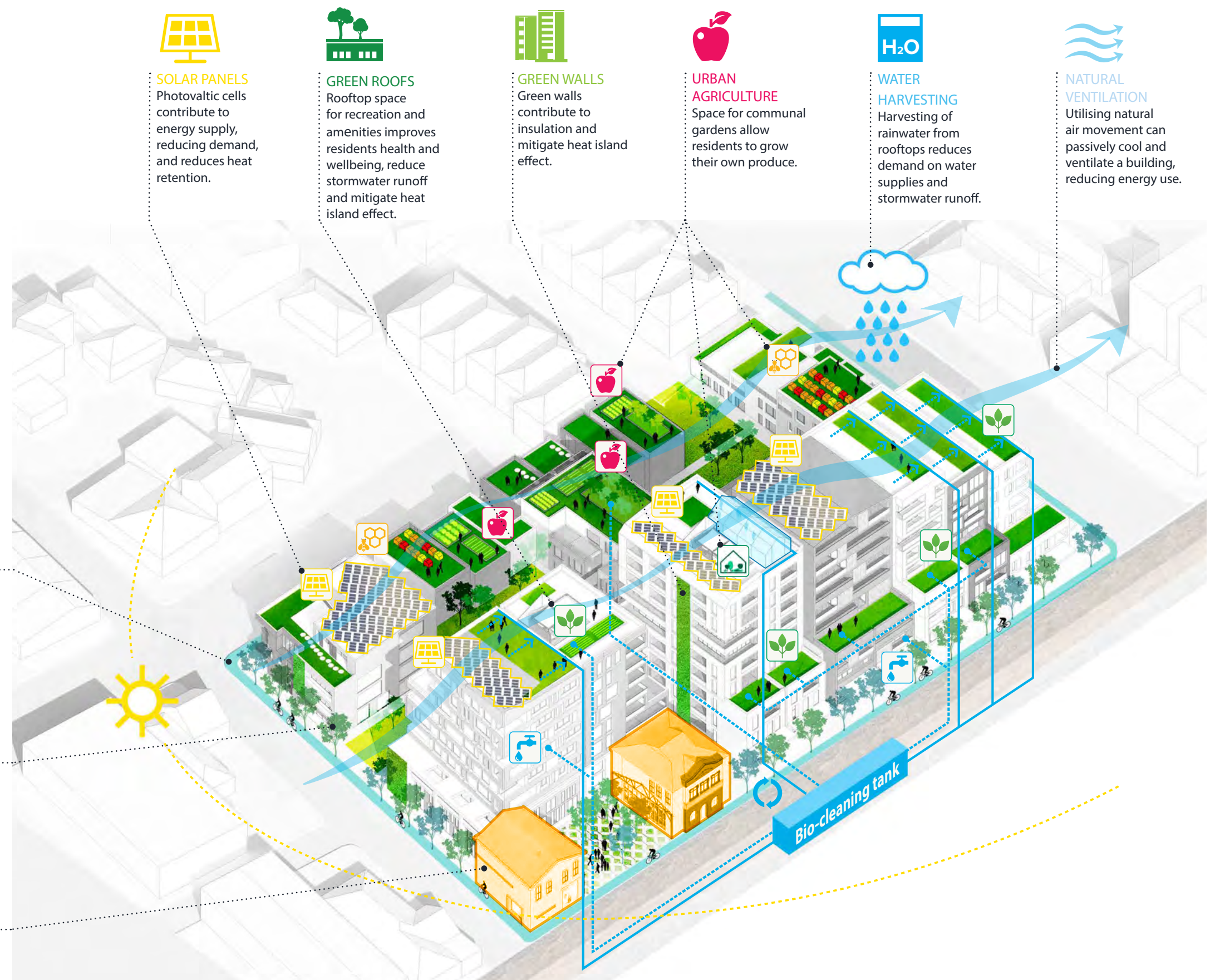
URBAN AGRICULTURE
Space for communal gardens allow residents to grow their own produce.



WATER HARVESTING
Harvesting of rainwater from rooftops reduces demand on water supplies and stormwater runoff.



NATURAL VENTILATION
Utilising natural air movement can passively cool and ventilate a building, reducing energy use.





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Public Benefits

Art Haus for All

Art Haus provides positive impacts for the wider Lilyfield community, including creative professionals, families with young children, and retirees. People are encouraged to gather, linger and spend time in a number of new public spaces and shared assets, contributing to public life.

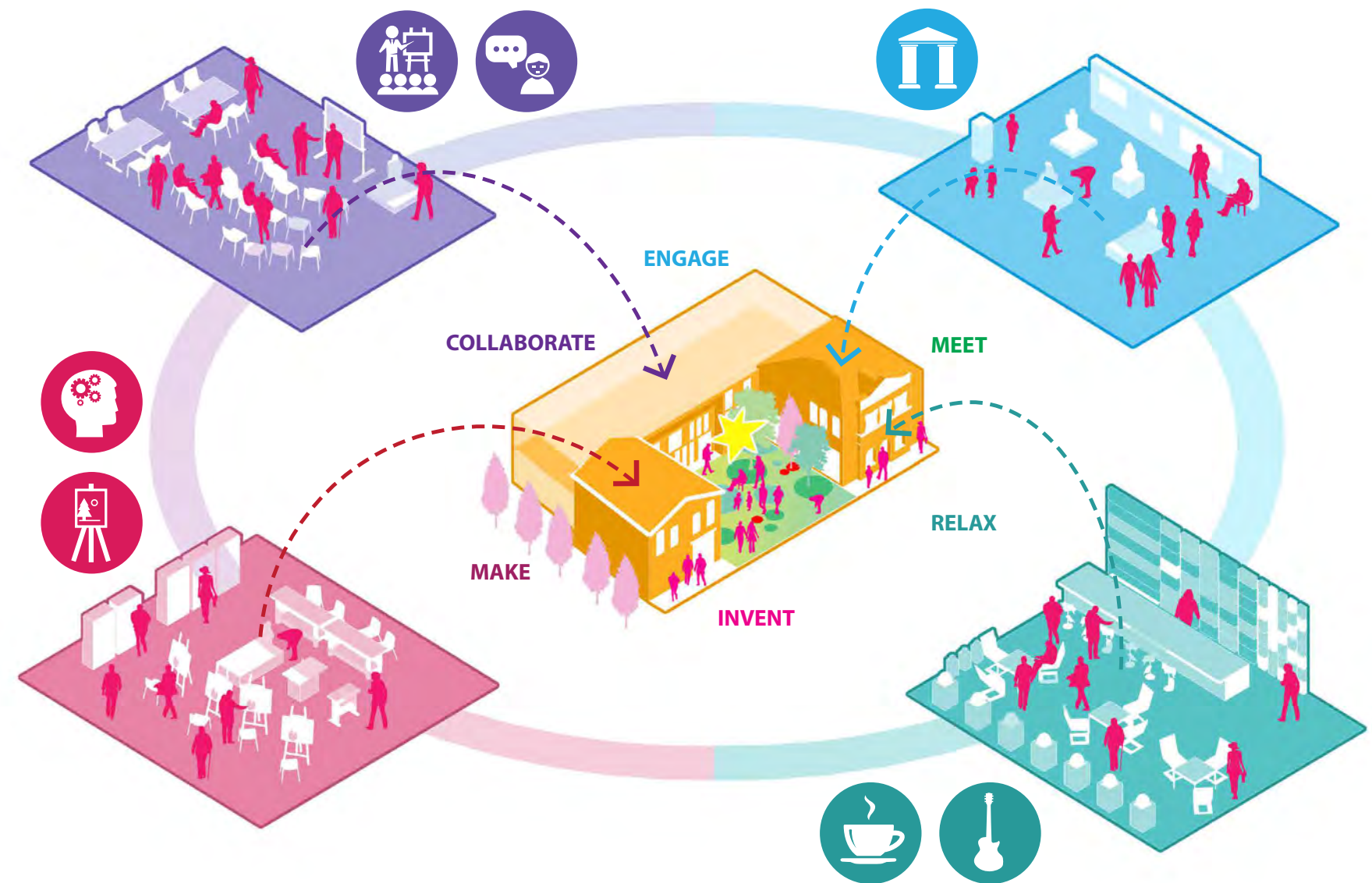
It establishes a new community focus for surrounding residents, including a public plaza supported by cafés and retail, that is active and welcoming. The plaza will be surrounded by studios, galleries and workspaces that encourage collaboration, creativity, interactions and ideas sharing.

Street improvements along Balmain Road and Fred Street will improve and enhance the existing public realm. Widened footpaths and new pedestrian links create a safer environment with increased amenity. In particular, a new link along Fred Street will allow children to walk to Orange Grove Public School along Maida Street, providing peace of mind to parents while offering children independence.

The centrepiece of Art Haus is the creative hub (diagram opposite), providing a range of possibilities including arts studios, art gallery, cafe, maker space and start-up infrastructure for businesses.

The proposal will deliver the following benefits to the public:

- 3-4% affordable housing
- 400sqm of artistis creative space
- 245sqm of public plaza





Illustrative view - Callan Park

The proposal provides surveillance and engages with Callan Park to improve a sense of safety and usability.





Illustrative view - Balmain Road

The proposal will significantly improve the streetscape of this part of Balmain Road and function as a bookend to the western end of the Balmain Road retail/commercial strip. The stepped built form ties into the scale of existing development, creating an interesting streetscape.



Illustrative view - Art Haus Creative Hub

The Creative Hub establishes a community focus with a new plaza and possible uses including a cafe, art gallery, artist studio and start-up workspace.





Illustrative view - Fred Street

Fred Street will be subject to street improvements enhancing the pedestrian experience and creating a through link between Cecily and Alberto Street.

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Strategic Context

Ready for the Next Stage

The site is the ideal location for a new mixed use precinct. It is supported by the regional and local context and speaks to wider economic trends and land use trends, allowing the delivery of a robust and grounded concept.

The Australian economy is transitioning and increasingly reliant on creative and knowledge based industries. As well as this broader trend, industries are increasingly moving towards locational clustering, creating local supply chains that are more efficient and economical.

A number of proposed industry clusters near the site negatively impact its ability to continue operating as an industrial land use. White Bay Power Station, 1km east of the site, is proposed to be a world-class technology hub driving innovation and supporting growth of knowledge-intensive industries. In the Sydenham/Marrickville area, located 6km south of the site, there is an intent to zone the area IN2 Light Industrial, to diversify the area with retail, cafés and bars while also allowing warehouses and traditional industrial uses to be maintained. By comparison, the subject site is fragmented, small and stand-alone, meaning it is poorly placed to embrace the competition. This is discussed further within the Hill PDA Report (under separate cover).

In addition, the site is surrounded by predominantly residential, as well as retail and community uses. These land uses do not support the current industrial use of the site.



The site is strategically located in close proximity to Callan Park, Sydney College of Arts, University of Tasmania, Orange Grove Public School, Lilyfield light rail and Balmain High Street.

Lilyfield At A Glance

The vision is underpinned by an understanding of local user groups and their needs.



*Across the wider Leichhardt Council



CARLESS CREATIVE PROFESSIONALS

- 40 artists studios on site
- 367 creative professionals living in the area
- 797 creative professionals living in the wider area
- 17% of residents do not own a car

There is an ongoing trend of decreased driving rates for young people - 60% drove in 2013, down from 60% in 2003



Site At A Glance



Balmain Road Frontage





Cecily Street frontage



Site At A Glance



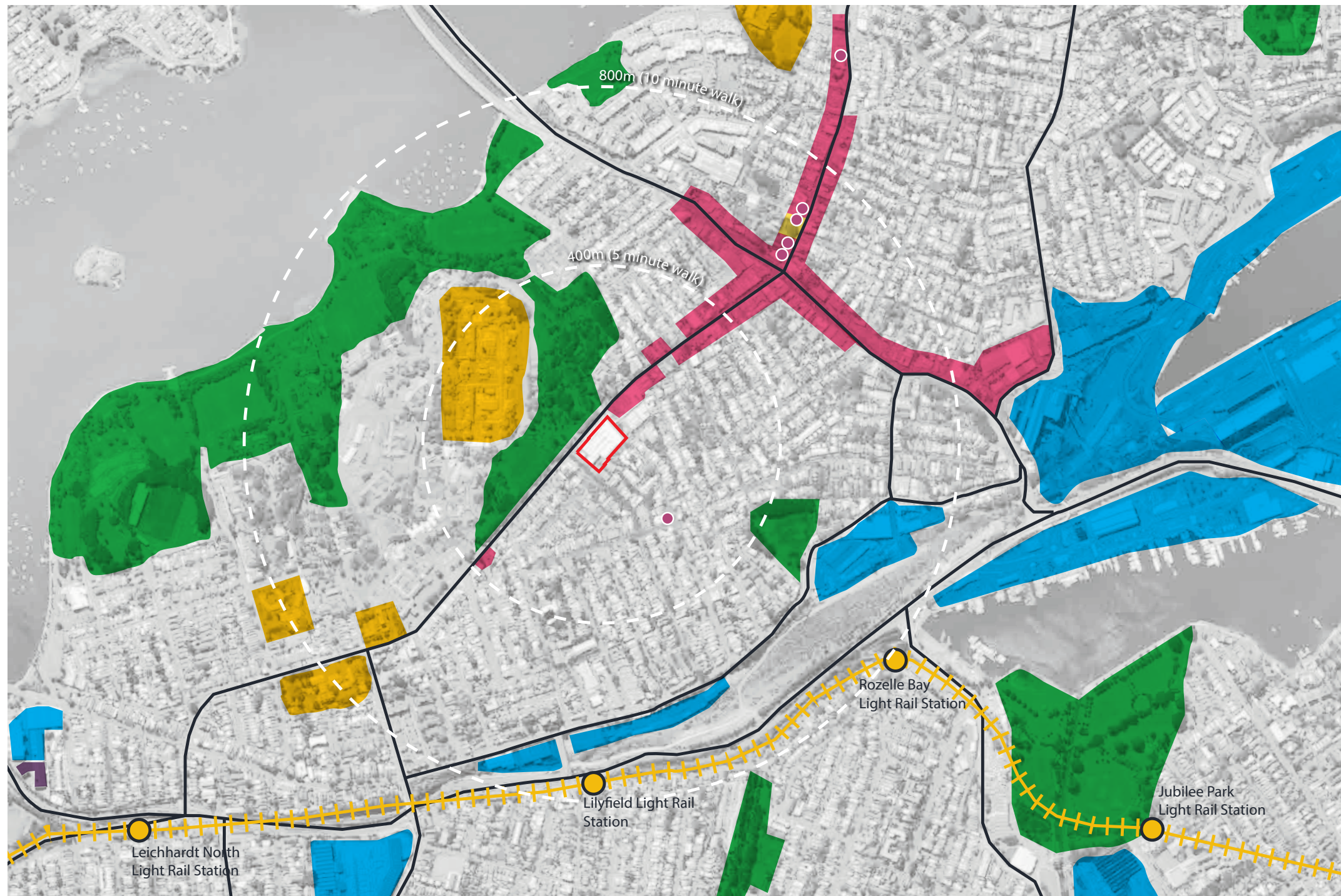
Fred Street frontage





Alberto Street frontage

Local Context



Art Haus is strongly positioned within the locality, strategically located within the Inner West. It benefits from a variety of amenities and infrastructure. Key attributes supporting the location of Art Haus include:

- Well connected by road network, being located on Balmain Road, the main road leading through to Balmain, and 500m from Victoria Road
- Well serviced by active transport and public transport, being a walkable neighbourhood that is connected to a number of bus routes and 800m from Lilyfield light rail station
- Close proximity to supporting land uses, including Balmain's high street, educational, community and creative uses
- Significant open spaces, most notably Callan Park and surrounds which is directly opposite the site
- Close proximity to iconic waterfront, providing additional amenity
- Surrounded by fine grain residential built form
- Lack of public plazas/hard open spaces for community gathering



The Site



Art Haus site presents a unique opportunity for change, being a large site that is currently not positively contributing to the neighbourhood. Key attributes of the site that support the proposal for Art Haus include:

- Large site in single ownership, allowing for a cohesive approach to future development that is guided by an overarching vision
- Façade that presents poorly to the surrounding area, offering four blank walls that do not foster activity or public life, and detracts from and devalues the area
- Low employment density with limited opportunities to increase jobs within the current sector
- Existing artists' colony that supports a flourishing creative community which will be retained in the future